

IN THE CLAIMS:

1. A message routing method, comprising:

(a) associating an identifier with an entity that has been authenticated by a message routing network, said identifier capable of being associated with an account upon authentication of said entity with a first service that supports said account;

(b) receiving, from a second service, a message including said identifier that is directed to a mapped service; and

(c) translating said message for delivery to said first service, said translated message including said identifier and being directed from said mapped service to said first service.

2. The message routing method of claim 1, wherein said identifier is a message routing network ID.

3. The message routing method of claim 2, wherein said identifier is a message routing network ID for said mapped service.

4. The message routing method of claim 1, further comprising the step of associating said identifier with an account upon authentication of said entity with said first service.

5. The message routing method of claim 1, wherein said translating comprises adding an identifier of said account to said message.

6. The message routing method of claim 1, wherein upon receipt of said translated message, said first service associates said identifier with said account based on a mapping internal to said first service.

7. The message routing method of claim 1, further comprising receiving a second message from said first service, said second message being directed to said mapped service.

8. The message routing method of claim 7, further comprising translating said second message for delivery to said second service.

9. A computer program product comprising:
computer-readable program code for causing a computer to associate an identifier with an entity that has been authenticated by a message routing network, said identifier capable of being associated with an account upon authentication of said entity with a first service that supports said account;

computer-readable program code for causing a computer to receive, from a second service, a message including said identifier that is directed to a mapped service;

computer-readable program code for causing a computer to translate said message for delivery to said first service, said translated message including said identifier and being directed from said mapped service to said first service; and

a computer-usable medium configured to store the computer-readable program codes.

10. A message routing system, comprising:

a message routing network that enables routing of a message between a first service and a second service, said message being associated with an account being supported by said second service, wherein said message routing network is operative to effect a virtual service through which said first service and said second service communicate, wherein implementation of said virtual service is supported by a mapping that associates said virtual service with said account.

11. The message routing system of claim 10, wherein said message includes an identifier that is associated with said account.

12. The message routing system of claim 10, wherein said mapping is stored by said message routing network.

13. The message routing system of claim 12, wherein said message routing network adds an identifier of said account to a message being delivered to said second service.

14. The message routing system of claim 10, wherein said mapping is stored by said second service.

15. A message routing method, comprising:

(a) providing a proxy service for messages transferred between a first application service provider and a second application service provider in a message routing network, said

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